Summary

The future of digital engagement in Display Advertising

In an increasingly digital world, where **attention spans are shorter and competition for audience engagement is fiercer**, brands need dynamic **tactics to cut through the noise. Rich Media formats** emerged as powerful tools in marketers' arsenals.They offered significant advantages **over traditional static advertising methods,** such as standard banners.

Utilized in display advertising campaigns, Rich Media encompasses a **broad array of dynamic content** that brings ad banners to life, making them more efficient in capturing users' attention. It may include a wide range of experiences, all incorporating **interactivity elements, such as animations,** that appear while the user navigates. An expanding banner, for example, which extends to reveal more detailed information when interacted with, is a common type of Rich Media.

In a world where static is becoming a thing of the past and dynamic is the new norm, Rich Media, particularly when fused with immersive technologies like AR, offered **exciting new ways in the quest for audience attention and engagement.**

However, **Rich Media only scratched the surface of what's possible.**
Aryel is taking these once innovative formats into uncharted territory, with its own Immersive Rich Media formats.
Incorporating technologies like AR, Immersive Rich Media represents a leap forward in advertisement's engagement, **transforming passive spectators into active participants of memorable brand experiences.**
A new paradigm is coming – where people opt into advertising.

The state of advertising: insights and challenges

As we traverse the digital age, **the advertising landscape continues to evolve at an unprecedented pace,** shaped by innovations in technology, changing consumer behaviors, and fluctuating market dynamics. This constant state of flux presents both **unique opportunities and intricate challenges for advertisers and publishers** alike.

The global digital ad expenditure is projected to hit the $500 billion mark by the end of 2023, a testament to the industry's relentless growth. This is largely due to the increasing consumer reliance on digital platforms, with users spending an average of 6.4 hours online every day. Now, more than ever, **advertisers have unprecedented access to their target audiences via a multitude of digital channels** - from social media to online streaming services.

However, the widespread use of digital platforms brings its **own set of challenges.** One of the most prevalent issues advertisers are facing is **ad clutter.** The **average person is bombarded with between 6,000 and 10,000 advertisements each day.** As a result, consumers are becoming increasingly adept at ignoring ads, a phenomenon known as **banner blindness.** This reality forces advertisers to think creatively and think beyond traditional advertising formats to capture and retain consumer attention.

40%
OF MEDIA SPEND
WAS WASTED IN Q1,
2022

90%
OF U.S. CONSUMERS
FIND TARGETED ADS
INTRUSIVE AND ANNOYING

In this increasingly crowded global attention economy, tracking options like **third-party cookies are being phased out**, making it harder for advertisers to effectively target their audience. Marketers need to understand and predict attention to formulate successful advertising strategies. In this context, **display ads, with their contextual advertising potential, remain one of the most powerful tools.**

Traditional analytics often track surface-level metrics such as clicks, impressions, and general browsing habits - but **to truly understand their audience and create personalized, impactful campaigns, advertisers need to dig deeper,** exploring granular data points that traditional platforms may not provide.

Leveraging sophisticated algorithms, delivering pertinent ads to the right user at the right time is more crucial than ever. **When ads align with the surrounding content, users are more likely to engage,** leading to higher conversion rates and improved ROI for advertisers.

For publishers, **the quest for meaningful engagement and sustained user attention is equally challenging.** Ad-blocking usage continues to grow, with **over 763 million devices employing ad-blocking technology worldwide.** Publishers must find ways to deliver compelling and respectful ads. This balance is critical to maintaining user engagement while effectively monetizing digital content.

Privacy regulations, such as the **General Data Protection Regulation (GDPR)** and the **California Consumer Privacy Act (CCPA)**, are also shaping the advertising landscape. Advertisers and publishers must navigate these regulations carefully, respecting consumer privacy while delivering personalized ad experiences.

The state of advertising today is defined by its dynamic nature and the resulting challenges and opportunities. To thrive, advertisers and publishers need to be nimble, leveraging new technologies and data insights to create ads that are not just seen but remembered. **Immersive Rich Media represents the next frontier** in this endeavor, **offering innovative ways to engage consumers and gain valuable insights.**

Rich Media: a dynamic answer to static advertising

At its core, Rich Media encapsulates an array of ad features such as video, audio, and other interactive elements that **invite users to engage with the content and connect with it on a deeper level.**
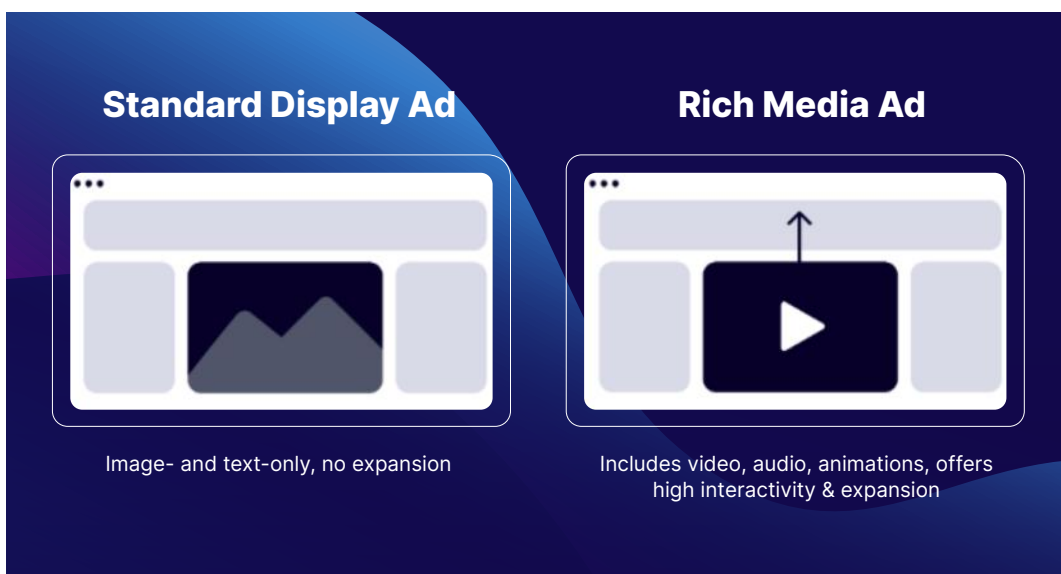
Rather than being limited to text and display ads that use static images, **Rich Media ads enrich the experience with video, audio and animations.** These ads can dynamically expand, be responsive on mobile devices, and **provide a richer experience to the user.**

With the advent of HTML5 technology, agencies and brands could create complex ads comprising multiple layers of content in a single placement. From videos, gamified ads to embedded quizzes, Rich Media allowed for an incredibly adaptable and engaging ad format. This means that whether the marketing objective is straightforward, like generating clicks, or more complex, like increasing brand awareness, Rich Media has the capacity to deliver, thanks to its versatility.

Feature	Standard Banner Ads	Rich Media Ads
Format	A single file-format (normally .html, .gif, .png, or .jpeg)	May use multiple-file formats (html, .gif, .png, .jpeg, .mp4, .mov)
File size	File size of 200KB or less	File size of 200KB or more
Use of video	No video	May use video
Interactivity	Static Ads that are not interactive	May have user interactions that include expansions, sounds, etc.
Tracking	Normally tracking metrics consist of one click-through link	May track multiple click-through links
Compatibility	Not compatible with java and javascript	Compatible with java and javascript
Special Features	None	Polls, Mini-games

Rich Media offered several advantages:

- it fostered an engaging user experience that often results in **higher interaction rates.**
- it can lead to **increased conversions, click-throughs, and viewing rates.**
- it **increased the visual impact of the ad,** with the ultimate effect of 'breaking the feed', **catching the attention of the user.**
- it offered **more precise and comprehensive metrics** than traditional ads.

Rich Media is essentially **everything that static display advertising is not.** They are dynamic, and offer brands a potent tool to leave a lasting impact on their audiences.

Beyond the banner: introducing Immersive Rich Media 3

Aryel wanted to **expand the potential of Rich Media one step further:** in doing so, we developed a **series of interactive formats aimed at improving performance** of formats traditionally defined as Rich Media. While traditional Rich Media offers personalization and relevance, it **often falls short in maintaining users' attention.**

It's here that **Immersive Rich Media steps in, elevating the brand experience by making it multidimensional and interactive.** With this evolutionary leap, **we transition from conventional digital advertising towards an immersive ad experience that encapsulates user attention, provokes genuine engagement and stimulates brand recall.**

It's this interactive nature that sets Immersive Rich Media apart, **transforming viewers into active participants rather than passive observers of advertising.** Beyond the enhanced engagement and memorable user experiences it offers, Immersive Rich Media brings a plethora of benefits that significantly impact marketing strategies.

- **Detailed interaction tracking:** Immersive Rich Media allows marketers to track user interactions in unprecedented detail. It's not just about how many users viewed the ad, but deeper insights are also available. Marketers can monitor how long a user engages with the ad, which parts they interact with and many more metrics. This granular data can help fine-tune marketing strategies and make them more effective.

- **Increased ad recall and brand recognition:** by creating memorable, interactive experiences, Immersive Rich Media boosts ad recall and brand recognition. This phenomenon, known as brand lift, enhances brand visibility and reputation, fostering customer loyalty and promoting long-term business growth.

- **Reduced media waste:** traditional advertising often suffers from media wastage, where a significant portion of ads reach irrelevant audiences. Immersive Rich Media, however, can leverage data to target audiences more accurately, leading to more efficient campaigns and less wasted resources.

- **Advanced metrics and analytics:** Immersive Rich Media extends beyond basic performance metrics. 3D Engagement Rate, Time spent on Ad, Emotional State Data, Heatmaps: such data offers a deeper understanding of campaign success and allows brands to gain granular insight into audience sentiment to craft campaigns that connect on a deeper level.

- **Data collection via camera access:** Immersive Rich Media leverage camera access to gather facial features and emotional data if users opt in. This provides another layer of data collection that can inform more personalized and engaging omnichannel strategies. For example, a Virtual Try-On campaign reveals blonde consumers prefer a specific pair of glasses. This data point optimizes in-store displays to feature this pair of glasses on blonde models.

- **Improved consumer engagement:** the interactivity and immersion offered by Immersive Rich Media lead to increased consumer engagement. This higher level of engagement means users are likely to spend more time with the brand, resulting in deeper connections and potentially higher conversion rates

Aryel's Immersive Rich Media formats: a deep dive

Now that we've explored the potential of Immersive Rich Media, let's dive deeper into Aryel's groundbreaking formats. Whether your goal is, **these are the building blocks to create advertising that inspires, engages and sells.**

3D/AR Product Visualization Ads

3D/AR Product Visualization is a powerful tool that allows consumers to fully explore the product before they buy it, via 3D viewer or AR, **providing realistic 1:1 size previews.** Whether it's a piece of furniture in their living room or a new car in their driveway, this format **allows users to virtually interact with the product in their own space, enhancing confidence in their purchase process.**

Instead of flat, static images, the 3D/AR Product Visualization Ads **provides rich, interactive banners that enable users to engage with products by rotating, zooming in and seeing every possible detail of the product.**
By allowing users to interact with life-like product models, it essentially bridges the gap between online and offline shopping, fostering confidence and trust in the brand.

Aryel's 3D/AR Product Visualization Ads can also incorporate **configuration features,** e.g. showing the product in different colours and styles, further enhancing the interactivity potential of the ad.
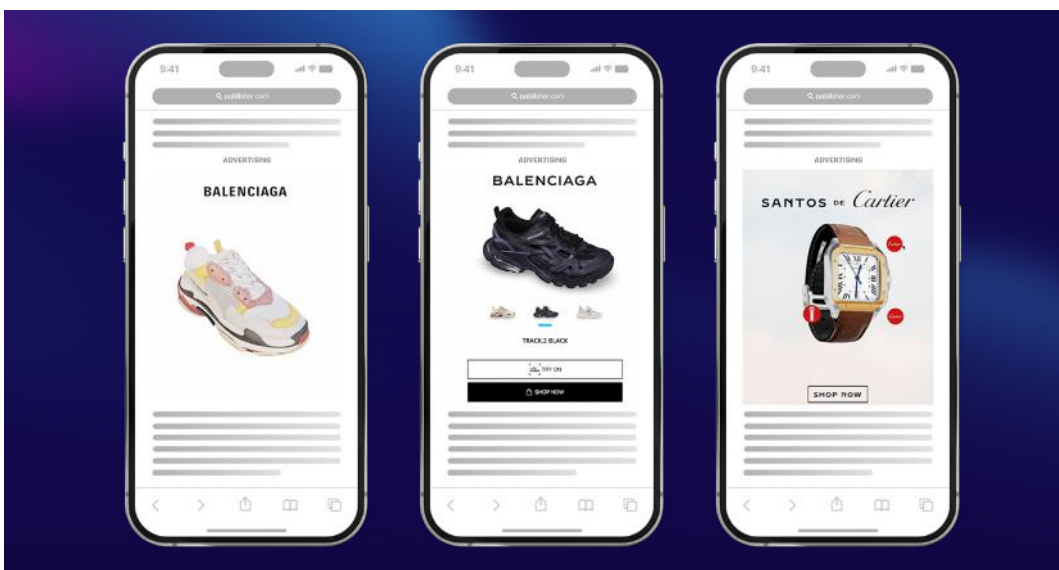
Virtual Try-On Ads

Virtual Try-On puts the user at the heart of the advertising experience. This ad format allows consumers to visualize products like sunglasses, accessories or makeup on themselves thanks to an immersive in-banner experience.

This format **allows consumers to virtually 'try on' items** using the device's camera, **enabling them to see how the product looks on them, driving purchase intent by providing a personalized shopping experience.**
For cold audiences, Virtual Try-On can **dramatically shorten the sales funnel that used to take repeated exposures and multiple clicks.** Now, in a single ad, users can try on products immediately, **turning low-intent browsing into a highly engaging brand experience.**

Even for audiences already in the funnel, **retargeting with Virtual Try-On** gives customers the ability to "try before they buy," increasing **confidence in the purchase decision and ultimately driving more conversions.**
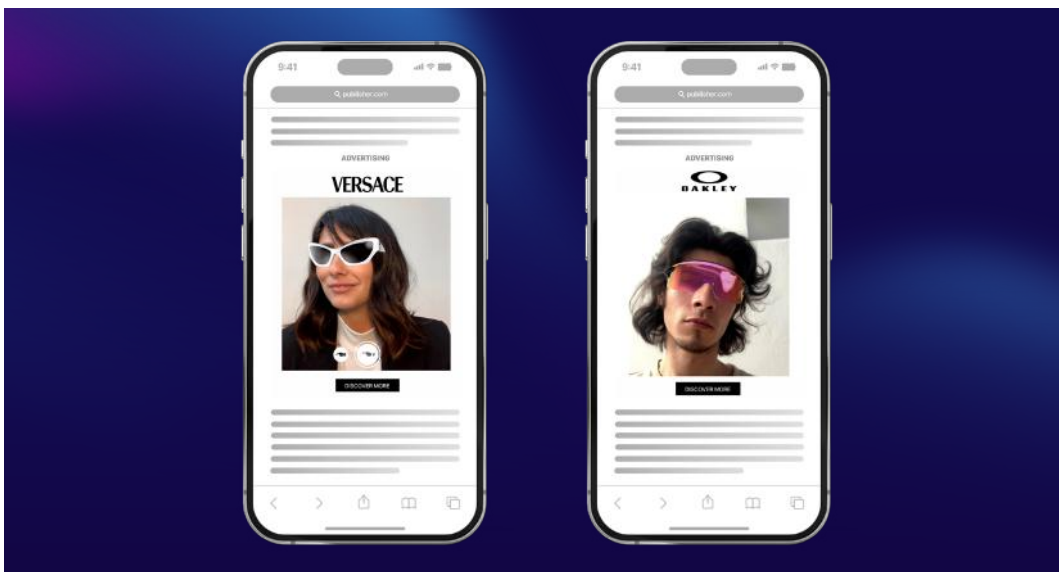

Immersive 360 Ads

This format **provides an immersive, full 360-degree view of an environment or a product.** Users can **explore the space or object by tilting their device** or dragging their finger on the screen, **offering a more enthralling ad experience.** It's particularly useful for virtual tours of real estate, travel destinations, or providing a holistic view of complex products.

The Immersive 360° experience broadens the traditional perspectives of digital advertising, by **surrounding the viewer with panoramic vi-**

suals, allowing brands to create deeply mesmerizing environments within a banner.

This **exponentially increases the canvas for branding and storytelling** compared to standard static ads. While a typical 6:5 banner provides a limited surface area, 360° enables panoramic scenes, greatly **expanding the scope for layered brand messaging and visual storytelling.**
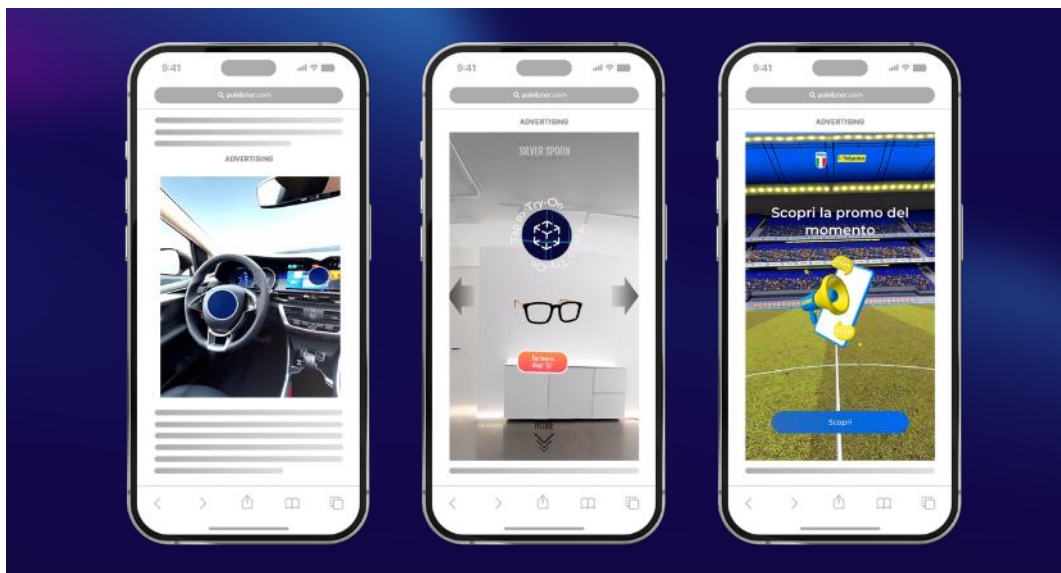

AR Quizzes Ads

AR Quizzes **engage users through interactive questions within the AR experience, providing an involving and entertaining way for brands to connect with their audience.**

This format **facilitates interactions with viewers that can be used to educate or to gather insights directly from your audience.** Fun and interactive experiences for feedback gathering are **far more effective than traditional survey methods.**

AR quizzes also **enable brands to gather zero-party data** directly from opted-in users. By voluntarily **providing information within an experience, audiences share meaningful insights brands can use to refine messaging and experiences.**

These experiences also **reveal lifts in metrics like awareness, consideration, and favorability.** Quizzes provide a **built-in mechanism to gauge creative effectiveness**, enabling the brand to better understand audiences and optimize for maximum impact.
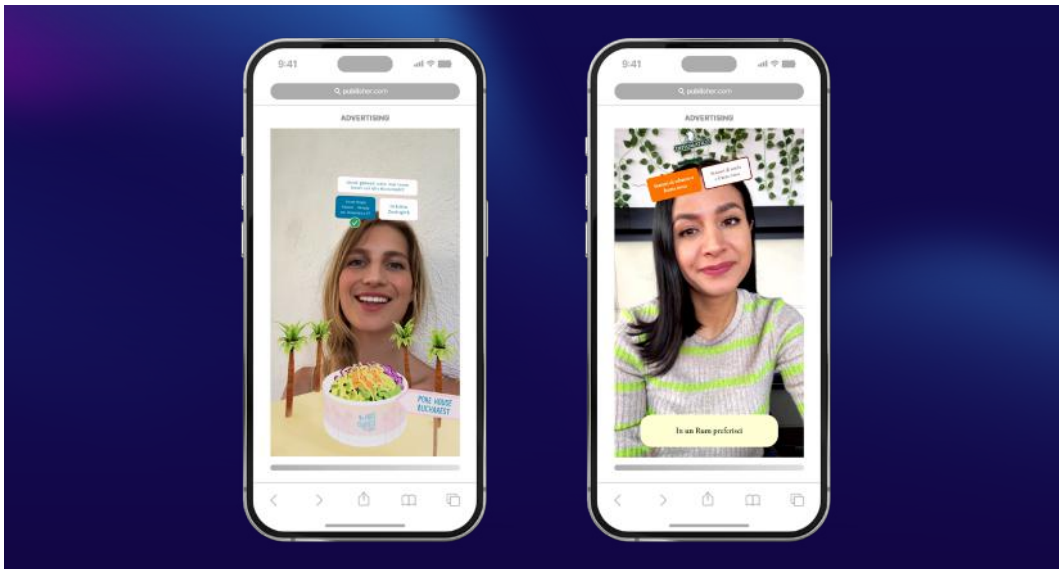
AR Game Ads

This innovative form of advertising **brings together the power of interactive content and the appeal of gameplay to engage consumers to take part in it.** These ads incorporate game design principles into the advertising context, **turning the consumer experience into a fun activity.**

This kind of experience leverages **gamification elements, like scores, leaderboards and prizes as an incentive to engage with users** on an emotional level, while also **providing the brand with shareable and potentially viral content.** Gamified ads are also **effective for driving specific user actions**, making them well-suited to **support lead generation or first-time purchases.**

Gamification **incentivizes users to take the next step while forming positive brand associations through play.** This makes game-based ad formats a versatile option for meeting a range of campaign goals from awareness to conversion.
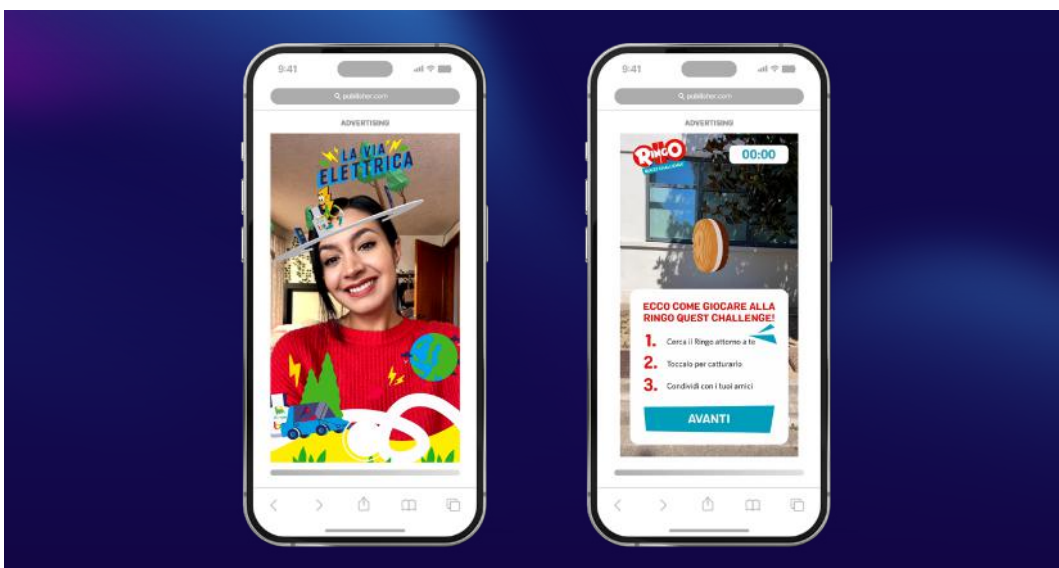
Camera Effects & AR Filters Ads

One of the more engaging and fun ad creatives formats of the Aryel's platform are Camera Effects and AR Effects Ads. These unique formats **enable brands to utilize engaging filters and effects, injecting elements of creativity and interactivity into marketing campaigns.**

Aryel's Camera Effects and AR Filter Ads offer an additional layer of immersive engagement to otherwise flat ad experiences.

Aryel also allows brands to **extend social media Effects and Filter Ads into paid advertising.** Creative and viral **filters produced for Snapchat or Instagram Stories can be repurposed for seamless distribution across other digital touchpoints.** This social extension capability **provides unified experiences across earned, owned, and paid media.**
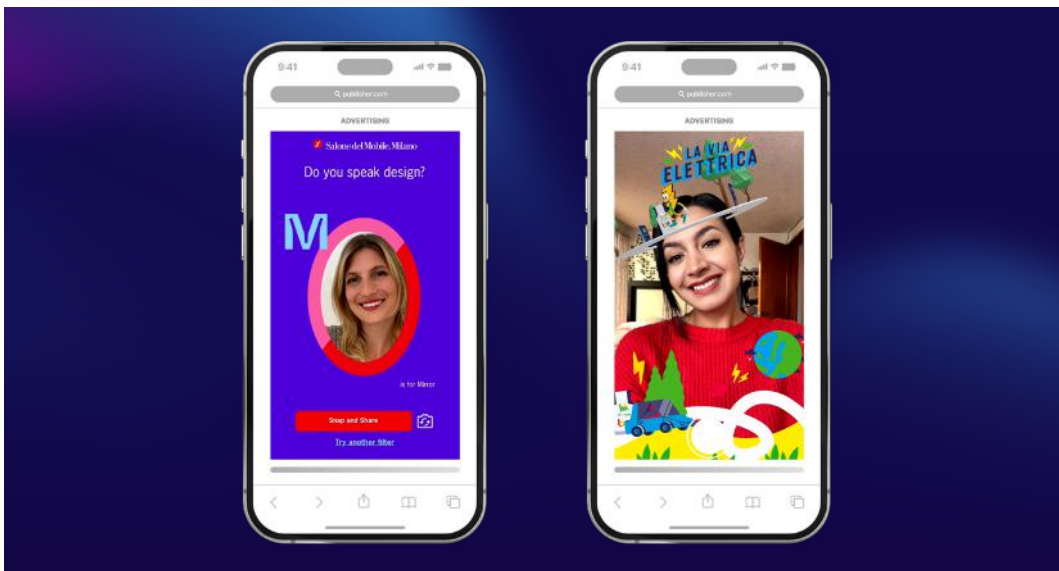
Aryel's Immersive Rich Media formats offer a **significant advancement over traditional display ad creatives.** They are **designed to draw positive consumer attention** and facilitate deeper interactions between brands and consumers.

In a landscape where attention is scarce, these **formats have the potential to make advertising less intrusive**, consequently elevating the overall user experience. **Aryel's Immersive Rich Media formats represent a breaking point in a context where users are increasingly avoiding banner advertisements.**

But the transformative power of these formats doesn't stop at crafting immersive experiences for users. Beyond captivating consumer attention, these experiences pave the way for new insights brands can harness to optimize their strategies.

While traditional ads provide abundant performance data from distribution platforms, Immersive Rich Media unlocks additional metrics by tracking a never-before-seen granularity level of consumer interaction data, offering marketers valuable insights into campaign impact, brand messaging, and overall effectiveness.

Prompt execution and seamless distribution: Aryel's media agnostic approach 5

Thanks to a **media-agnostic distribution approach**, Immersive Rich Media can be distributed via **ad tag** with a multitude of advertising platforms.

Aryel supports distribution via Javascript, **iframes** or **HTML5 tags**, enabling 'media-agnostic' distribution, making Immersive Rich Media made with Aryel compatible with every Ad network and Demand-Side Platform. In doing this, Aryel ensures that ad creatives can reach audiences wherever they browse, **regardless of advertising platforms' specific technologies.**
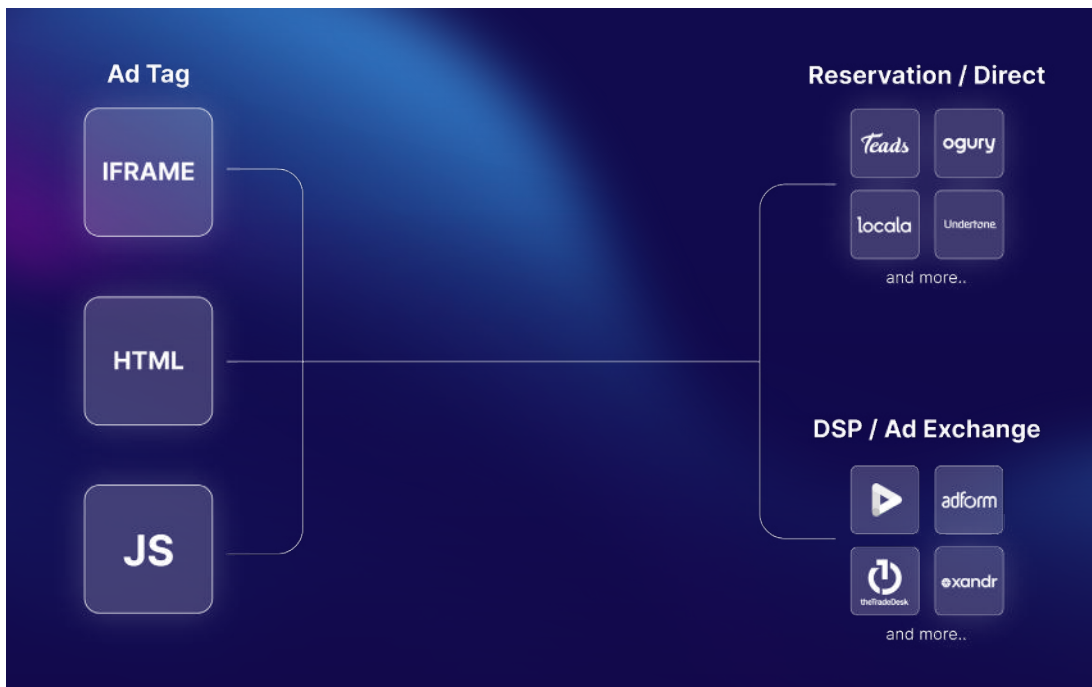
This ensures a smooth distribution chain **through Programmatic or Reservation channels**, aligning with marketers' strategies and requirements.

Augmented Analytics, the next frontier in understanding consumer behavior 6

Understanding and interpreting consumer behavior has always been crucial for brands to connect with their audiences and drive growth. While all advertisers have access to basic campaign data, the most savvy marketers are **leveraging data as a tool to decode their audience's deeper motivations and preferences.** Data provides the key to optimize messaging, creatives, and experiences to maximize engagement.

This need for actionable data has also brought attention metrics to the forefront. **Rather than relying solely on legacy metrics like clicks and impressions**, marketers are **embracing attention as a critical KPI for measuring impact** and value. By tracking the **active time spent engaging with an ad and which activities are performed in it,** attention metrics provide unmatched insights into what works .

This new measurement model recognizes that **not all interactions are equal.** Instead of focusing solely on traditional metrics like clicks or impressions, **attention metrics delve into the quality of engagement, measuring how deeply users interact with content.**
This paradigm shift is pivotal as it facilitates a more accurate and holistic understanding of consumer behavior, opening up opportunities for highly targeted, personalized marketing strategies.

Augmented Reality not only delivers rich, immersive experiences for users but also **offers brands a potent tool for gathering insightful data on consumer experiences,** including these attention metrics.

Traditional analytics methods track clicks, impressions, and general browsing habits. But Augmented Reality steps up the game by gathering more nuanced data points. These include **attention tracking** (where users focus within the AR environment), **engagement time** (how long users interact with AR experiences), and **spatial interaction** (how users navigate within the AR environment).

Immersive campaigns also provide unique engagement data. By tracking how consumers interact with AR and 3D elements — be it a virtual try-on experience or a gamified ad — **brands can gain a richer understanding of consumer preferences and behavior.** This wealth of data can then be used to refine and personalize future marketing efforts, leading to higher engagement and conversion rates.
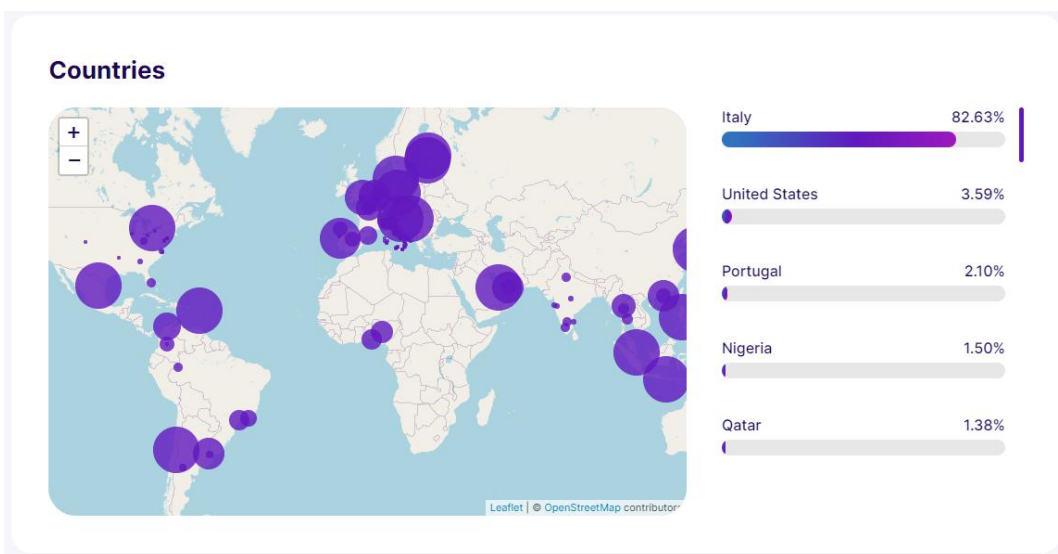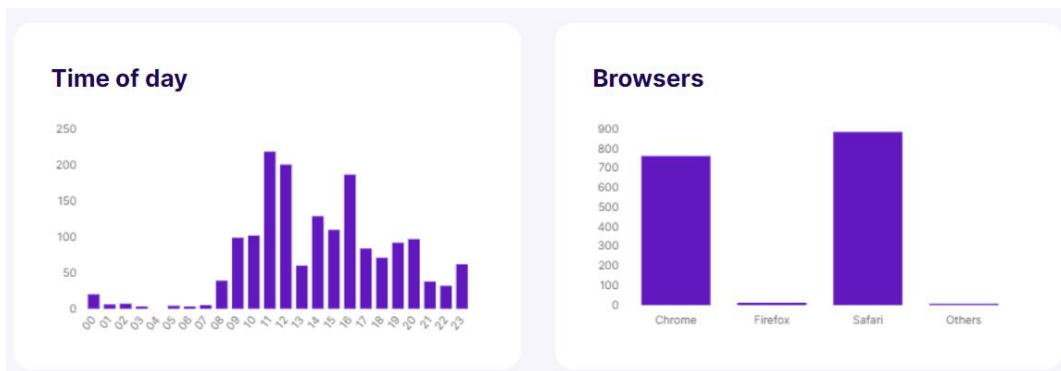
Aryel **provides robust data collection and analysis capabilities**, enabling brands to **track and interpret complex user interaction data,** like the **time spent on ad** and the **Virtual Try-On engagement rate.** This includes access to smartphone's cameras for **facial features.**
But Aryel's capabilities don't stop there. It takes a step further by enabling **heatmap analysis,** making it possible to see what parts of the AR experience engage users the most.

Moreover, **Aryel's ability to understand a user's emotional state provides a unique opportunity for marketers.** The ability to understand how users react to AR experiences and products **enables brands a deeper understanding of their audience's emotional journey** and, by extension, improve their approach to ensure it resonates.

This plethora of data helps provide them with invaluable insights, setting the stage for the **continual optimization and improvement of their campaigns.**

Leveraging Aryel: increase ROAS by breathing new life into Marketing Content

Content repurposing is a common but effective strategy in digital marketing for extending content lifecycle and increasing ROI. When you repurpose content, **you're taking the time, effort, and resources invested in creating original content and leveraging it across multiple formats and platforms.** This strategy increases content reach through distribution, leading to a higher return on your initial investment.

Aryel enables content repurposing across all the channels, thanks to its AR Marketing Suite. For example, an **interactive gaming quiz created for an ad campaign can be effortlessly distributed across** other touchpoints like **email newsletters, offline events, ecommerce sites,** and more.

Rather than rebuilding experiences from scratch for each channel, Aryel allows marketers to efficiently reuse engaging content, making cross-channel distribution of the same content seamless and enabling a saving of time and resources. This interoperability unlocks new opportunities to captivate audiences wherever they are.

Aryel's platform's repurposing potential spans across all Immersive Rich Media formats. An engaging 3D product visualization, for instance, can be repurposed from an AR ad to an interactive product demonstration on an e-commerce platform, or it can be incorporated into a physical store's AR shopping experience.

The key takeaway here is the multi-layered utility of content created via Aryel's platform. **By transcending platform-specific content limitations, Aryel endorses a more sustainable and impactful marketing environment, reducing media waste and increasing content lifecycle.**

In the current marketing climate, digital touchpoints are everywhere, and the **Aryel AR Marketing Suite allows marketers to tap into this reality, embodying the 'one content, many platforms' strategy. Every piece of content,** whether it's a quiz, a 3D viewer, a virtual try-on experience, or an immersive OOH format, **is granted multiple lives,** enabling it to connect with audiences across various platforms and contexts. This is made possible by the different products comprising **Aryel's AR Marketing Suite: Aryel Ecommerce, Aryel Offline,** and **Aryel CRM.**

Immersive Rich Media:
# Aryel's success stories

Innovative brands harness Immersive Rich Media to garner positive attention and create memorable experiences. Aryel's platform has played a pivotal role in our clients' success, providing cutting-edge tools that boost engagement and elevate click-through rates, and ultimately sales. These success stories highlight how some of the world's leading brands have used Aryel's solutions for product launches and global display advertising campaigns.
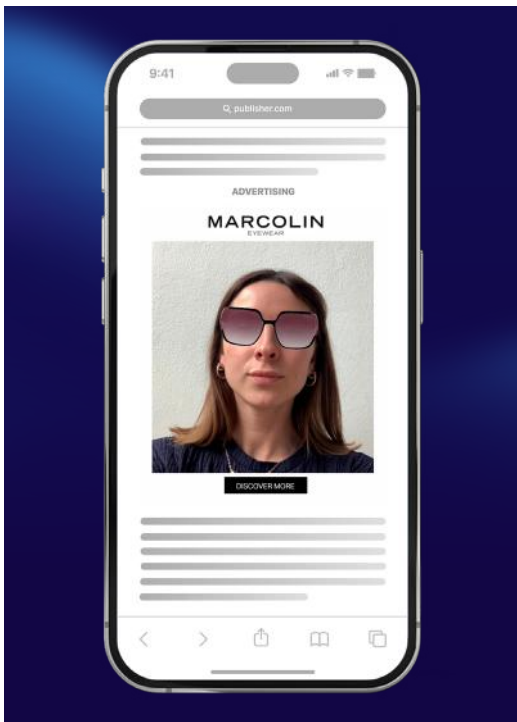
Marcolin

Marcolin, a key player in the eyewear industry, sought to introduce its new Gant collection in a memorable way. Using Aryel's Virtual Try-On Ad tool, they created an immersive banner display distributed worldwide.

The results were astounding: the campaign generated a CTR 25 times higher than video ads (against its A/B tested counterpart) and a 17% engagement rate on the display ad. Marcolin's innovative use of Aryel's tools reaffirmed that immersive experiences can significantly boost consumer interaction, while providing an engaging way to create buzz around a product.
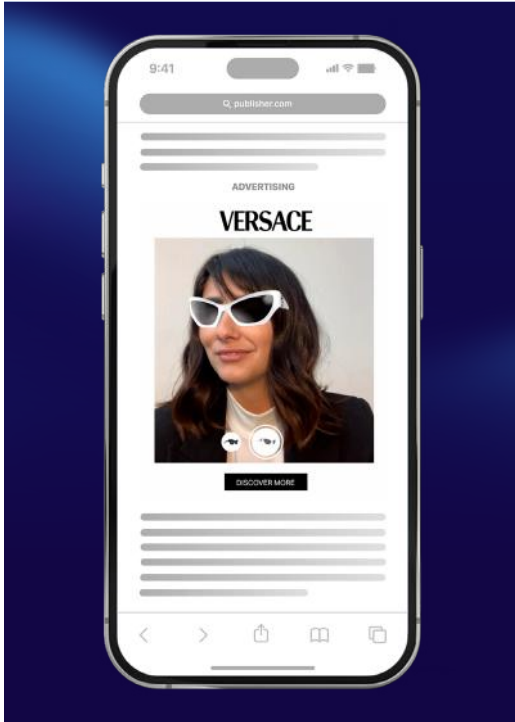
Versace

Versace aimed to make the launch of its Summer 2023 eyewear collection unforgettable. Using Aryel's Virtual Try-On Ad, Versace produced an immersive banner ad display to promote the launch globally.

The campaign recorded a 26% engagement rate on the display ad, with users spending an average dwell time of 30 seconds on the ad. Versace's successful use of Aryel's solutions exemplifies the potential of Immersive Rich Media in crafting memorable brand experiences.
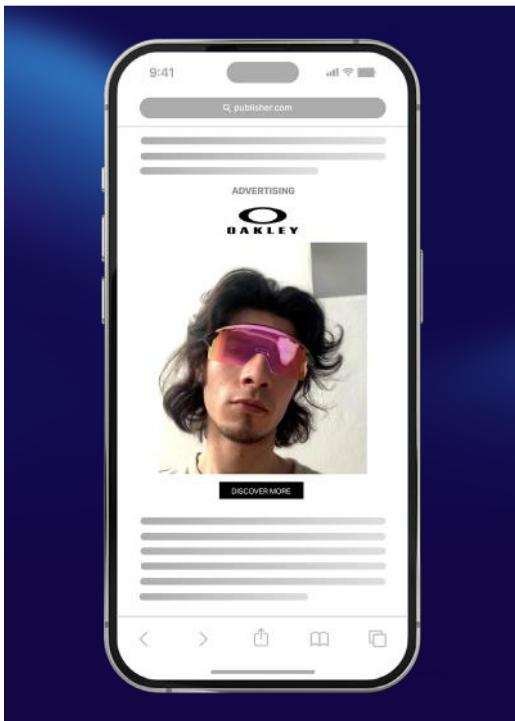
Oakley

Oakley wanted its new eyewear collection to resonate with audiences and leave a lasting impression. They leveraged Aryel's Virtual Try-On to create an immersive banner display that went global.

One in four ad viewers engaged with the 3D and AR Try-On, far surpassing traditional contents. Oakley's venture into immersive advertising confirmed the potency of Aryel's Immersive Rich Media formats.
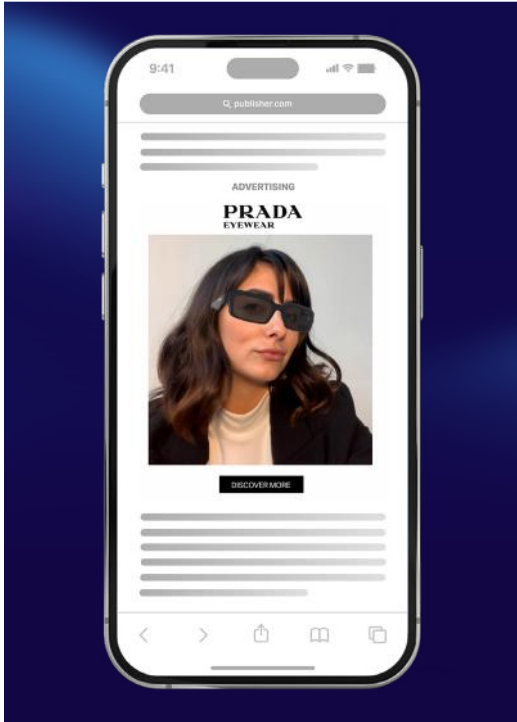
Prada

Prada wanted to leave a memorable impression with the release of their latest eyewear collection. By harnessing the power of Aryel's Immersive Rich Media, they created and distributed a Virtual Try-On Ad immersive banner campaign.

The campaign registered viewers spending an average of 26 seconds engaging with the ad, with an overall 3.7% engagement measured on the ad. This successful campaign leverages Aryel's Immersive Rich Media capabilities, showcasing its effectiveness in sculpting memorable brand interactions.
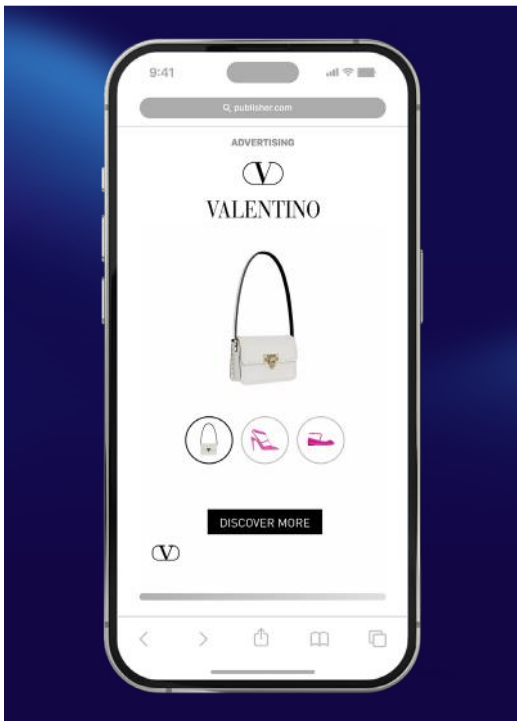
Valentino

Valentino Garavani opted for an immersive approach to unveil the 'I MEAN...IT'S ROCKSTUD!' collection. The brand utilized Aryel's premium 3D Ad creatives to create an immersive banner display to distribute the campaign worldwide.

The campaign commanded 1.9 times more visual attention compared to video ads and boasted an 18 times higher CTR (A/B tested). By embracing Aryel's 3D Ad creatives, Valentino leveraged the power of immersive content to captivate its audience.
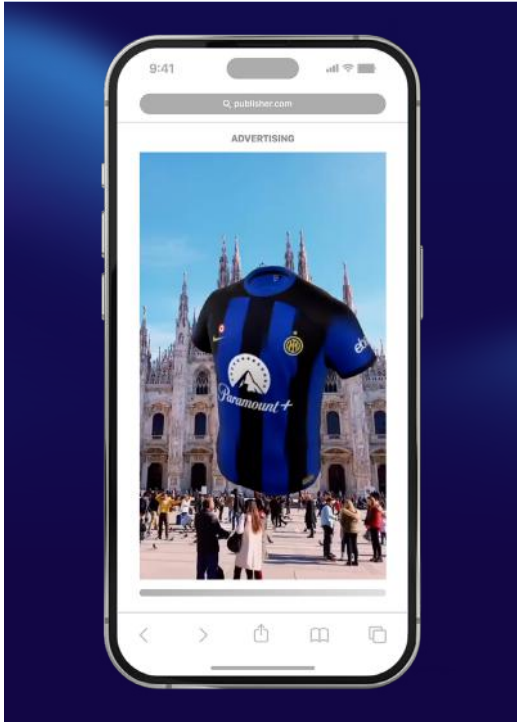
Inter

Inter FC, Italy's leading football team, launched a 3D Product Ads campaign distributed programmatically through the DV360 platform, targeting both cold audiences and those who had previously viewed the product page on their e-commerce site. This campaign was made possible with the help of Aryel's Ads Manager. The same 3D assets used in the campaign were later repurposed on Inter's e-commerce product page, within the brand's social media channels, and in newsletters, thanks to Aryel's Marketing Suite.

The campaign garnered a remarkable 27% click-through rate, an average dwell time on the ad of 1.06 minutes, and a total of 653k impressions.
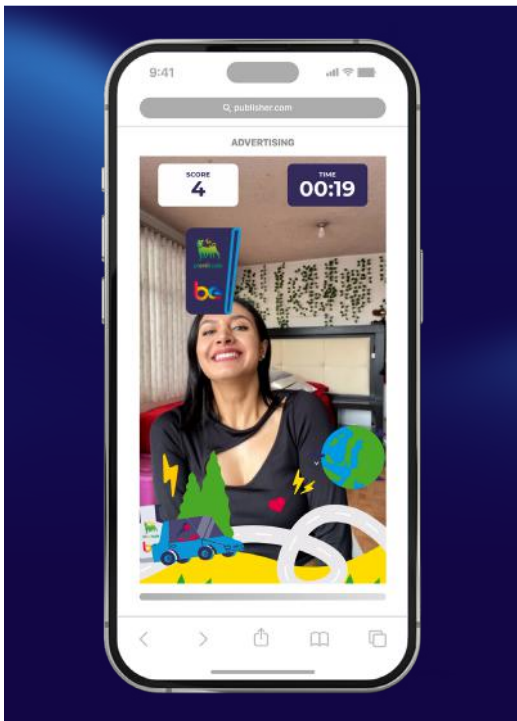
Be Charge Catch The Item

Be Charge collaborated with Aryel to infuse their Display ads campaign with an interactive "catch the item" AR game. First showcased on their own media platforms, this blend of gaming and marketing not only captivated users but also furnished the team with invaluable insights. This tactical approach enabled Be Charge to measure user enthusiasm, collect crucial feedback, and ensure the wider campaign resonated with their intended audience.
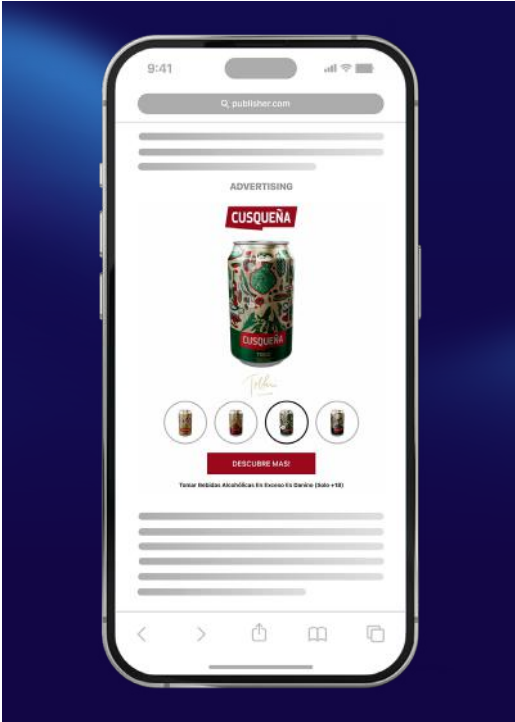
Cusqueña

Cusqueña launched a 3D multi-product Display ad campaign, presenting its products in a detailed three-dimensional format. This approach provided a complete view of multiple products in a single ad, enhancing viewers' advertising experience.

The campaign achieved notable success, garnering 299,599 impressions and 92,384 interactions. This translated to an impressive engagement rate of 30%. Additionally, viewers spent an average dwell time of 18 seconds on the ad, indicating a strong interest in the content presented.

Immersive Rich Media and its impact in transforming the Advertising landscape

As we look towards the future, it's clear that **the advertising landscape is moving beyond traditional boundaries and stepping into a new era where Immersive Rich Media play a central role.** It brings creativity, interactivity, and personalization to the forefront, turning the focus from selling to brand storytelling.

Embracing Immersive Rich Media means transcending the realms of static imagery and text, to engage users with **dynamic, interactive content that provides them with a memorable, alluring experience.** It's no longer just about pushing a product or a service; it's about creating experiences that resonate with consumers, experiences that they can be a part of.

Through the power of technologies such as Augmented Reality and 3D visualizations, **Immersive Rich Media has the potential to make advertising enjoyable again. It shifts the paradigm from advertising being interruptive and self-referential to being a valued part of the consumer's digital journey.**

Moreover, with platforms like Aryel, their potential is amplified and even more accessible. **Aryel not only simplifies the creation and distribution of Immersive Rich Media content but also allows for repurposing across multiple platforms and contexts, thereby enhancing ROI.**

It's also important to note that by enabling reuse across different channels, **less creative assets need to be rebuilt from scratch for each campaign.** This reduction in redundant production **consumes fewer resources and energy, decreasing the advertising industry's environmental impact.**

As brands increasingly prioritize sustainability, **Aryel offers a way to cut waste through efficient creative reuse.** This innovative application of content distribution **provides both business value and environmental consciousness.**